

KoboSave

Capstone brief · Talodabi Academy

01 · The client

Business	KoboSave helps market traders save a little every market day through a simple app
What they want from you	A marketing website that explains daily micro-savings and grows an app waitlist
Platform	Marketing website · desktop first · 5 pages
Note	Fictional client for practice. Responsive breakpoints are stretch after desktop works.

02 · Who the site is for

Musa, 34, fabric trader at Balogun Market. Uses POS daily. Has no formal savings habit.

He distrusts digital savings after hearing about hidden fees. He needs fees and trust cues on the site before he shares his phone number.

03 · What success looks like

The website wins when a visitor understands the offer and takes one action. Not company revenue targets.

GOAL	DONE WHEN
Explain simply	Visitor understands "save small every market day"
Join waitlist	Phone number submitted

04 · Pages to design

PAGE	JOB
Home	Offer, savings example, waitlist button
Product	Daily auto-save, lock period, withdrawal rules
Security & trust	Partner bank, encryption, disclaimer

Pricing / fees	Clear fee table
Contact	Waitlist phone form + support note

05 · Visitor path

Home → Security & trust → Pricing / fees → Join waitlist

One main button only: **Join waitlist**

Prototype must include a **Thank you** page after submit. Not a nav page.

06 · Do not design

- Wallet app, KYC, transfer UI
- Live balance dashboard
- Native mobile app

07 · What you submit

DELIVERABLE	SUBMIT
Sitemap	Five pages from section 04
Wireframes	Grayscale desktop for all five
Hi-fi UI	Branded desktop pages
Prototype	Home → Pricing / fees → Join waitlist → Thank you
Presentation	About 8 minutes

Week 5: write a one-page client intake from this brief (business, audience, success, constraints).

08 · Look & feel

You choose the colours and fonts. Keep the site clear for this audience.

Show fees clearly and a short fictional license line.

Include a waitlist phone field (empty + invalid-phone error), a fee table, a simple security row, and a Thank you page after submit.

